

# Substance Abuse Prevention

## Environmental Prevention Needs Assessment Workbook SFY2014



### Part 3 Analysis & Recommendations

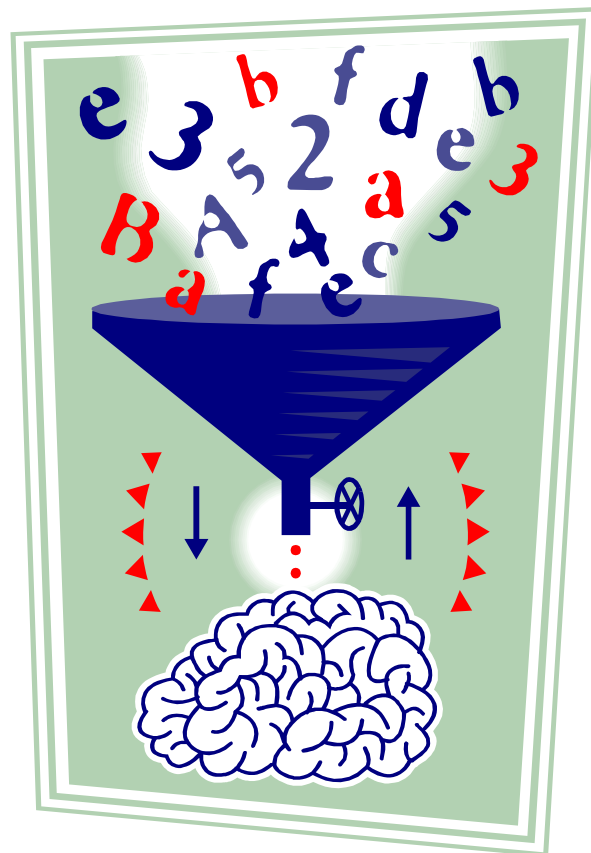
Pondera County

Version 1  
August 2013

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# Problems



**Task One:**  
**Explore Consequence and Consumption Data in Your Community**  
**in Order to Identify What Problems are of Greatest Concern**

## CONSEQUENCES – PART 3

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Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

### Motor Vehicle Crashes

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One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

#### **QUESTION 1 Motor Vehicle Crashes**

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

For alcohol related crashes with injuries for all races in Pondera County the problem is bigger than the rate across the state. Overall the rate for Pondera County is 135.64 per 100,000 people. Across the state it is 119.96 per 100,000 people. For fatalities of all races it is 19.38 per 100,000 people which is a much bigger problem than the state which is at 8.60 per 100,000 people. For fatalities among Native Americans the problem is smaller as it is zero in Pondera County.

## **Underage Drinking and Driving**

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### **QUESTION 2 Underage Drinking and Driving**

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

When you compare Pondera County to the state data for students who drove a vehicle when they had been drinking is high. For Pondera County it is at 14.9% (overall in 2012) and for the state of Montana for the same year it is 9.3%. The rate has gone down for Pondera County from 2008 (16.3%).

Rates for Native American has dropped from 2008 but still remain higher than all races combined. According to the 2013 YRBS (Youth Risk Behavior Survey) 16.6% of Urban and Reservation Native Americans reported they had driven a vehicle when they had been drinking. This is compared to 12.6% of students reported at the state level in the same year.

## **High School Students Riding in Car Driving by Someone Who Has Been Drinking**

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### **QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking**

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

High school students riding in a car driven by someone who has been drinking is a bigger problem across the board in Pondera County than across the state. Overall in 2012 Pondera County students reported 38.1% of them had rode in a car with someone who had been drinking compared with 25.3% across the state. The rate has stayed about the same from 2008 when it was at 37.1%.

There is a significant problem with Native American students who rode with someone in a vehicle who had been drinking vs all other races. In 2012, 27.2% of Urban area Native Americans had reported riding with someone who had been drinking and 31.9% of Reservation

area Native Americans had reported riding with someone who had been drinking. This is in comparison to 24.5% state wide.

## **Final Consequence Question**

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### **QUESTION 4**

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

The data across Pondera County is very telling of why they have a higher rate of alcohol crashes and fatalities than across the state. Many students report having driven and/or rode with someone who had been drinking alcohol. These choices impact Pondera County in a significant way. There are higher fatality rates and higher alcohol related crashes. This makes the roads unsafe for other drivers that are obeying the laws. It also makes streets unsafe in a pedestrian/residential areas. Everyone suffers when there are unsafe drivers on the road

## **CONSUMPTION – PART 3**

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This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus will be binge drinking.

### **Underage Binge Drinking**

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#### **QUESTION 5 Underage Binge Drinking**

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Overall underage binge drinking in Pondera County is bigger than across the state in 2012. In 2012 overall binge drinking was at 32.3% in Pondera County and overall binge drinking in Montana was at 21.2%. The rate of student binge drinking in the past two weeks for all races has gone up since 2008 when the rate was 127.1%.

According to the YRBS binge drinking increases among Native American Youth when they report binge drinking in the past 30 days. In 2009, 34.6% of Urban area Native Americans reported binge drinking in the past 30 days and 38.3% of Reservation area Native Americans reported binge drinking in the past 30 days compared with 30.1% of Montana students. These rates did decrease to 30.1% of Urban area Native Americans, 25.2% of Reservation area Native Americans and 23.5% of Montana students.

### **Adult Binge Drinking**

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#### **QUESTION 6 Adult Binge Drinking**

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Not available at this time. This will be focused on to report in FY15.

## **Underage Drinking (30 Day Use for Alcohol)**

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**QUESTION 7 Underage Drinking** Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Overall underage drinking in Pondera County is a bigger problem than across the state in 2012. In 2012 overall underage drinking was at 47.9% in Pondera County and overall drinking in Montana was at 35.1%. The biggest problem in 2012 was among 8<sup>th</sup> graders. They consistently are significantly higher than Montana. In 2012, 33.3% of 8<sup>th</sup> graders reported they drank in the last 30 days. In Montana that same year, 18.8% of 8<sup>th</sup> graders reported drinking in the last 30 days.

Native American students have a higher percentage of underage drinking than across Montana although this rate has come down. In 2009 the percentage of students drinking for Native Americans was 42.8% overall and by 2013 it had dropped to 37.1%. According to the YRBS in 2013, 39.7% of Urban area Native Americans reported drinking in the past 30 days compared with 36.0% of Reservation area Native Americans and 37.1% of Montana students.

## **Prescription Drug Abuse by Youth (30 Day Use)**

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### **QUESTION 8 Prescription Drug Abuse**

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Pondera County had bigger problem with prescription drug abuse than across the state. In 2012, 8.1% of students reported using prescription drugs in the past 30 days while across the state only 3.5% of students reported using prescription drugs in the past 30 days. This is overall for grades 8, 10 and 12. 2.0% of 8<sup>th</sup> graders reported using prescription drugs in the last 30 days compared to 1.8% of 8<sup>th</sup> graders across the state. 13.3% of 10<sup>th</sup> graders reported the same compared with 3.8% across the state.



According to the YRBS in 2013, 25.2% of Urban area Native Americans reported drinking in the past 30 days compared with 19.7% of Reservation area Native Americans and 18.4% of Montana students.

## **Final Consumption Question**

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### **QUESTION 9**

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

Overall binge drinking and underage drinking is higher in Pondera County than across Montana. Prescription drug use is higher in Pondera County than across Montana. Any kind of consumption use among youth is cause for concern as this can have detrimental effect on their health and future. And prescription drug use/abuse is becoming more prevalent in today's society. All these things have negative effects on Pondera County, not only the youth but the adults as well.

## **RISK FACTORS - PART 3**

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### **Perception of Parental Disapproval/Attitude**

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#### **QUESTION 10 Parental Attitudes and Disapproval**

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Overall students have about the same perception of parental disapproval towards alcohol/drug use in Pondera County than across Montana. In 2012, Pondera County students perceived parental disapproval percentage was 80.8% while Montana was 81.8%. Overall, perception of parental disapproval did increase from 72.9% in 2010 to 80.8% in 2012.

## **Perception of Peer Disapproval/Attitude**

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### **QUESTION 11 Peer Attitudes and Disapproval**

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Overall students have a lower perception of peer disapproval towards alcohol/drug use in Pondera County as across Montana. In 2012, Pondera County students perceived parental disapproval percentage was 55.9% while Montana was 66.7%. 2008-2010 the perception of peer disapproval towards alcohol/drug use in Pondera County decreased from 60.7% to 55.9% and decreased again in 2012.

## **Perceived Risk/Harm of Use**

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### **QUESTION 12 Perceived Risk/Harm of Use**

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Overall in 2012 Pondera County students who believe it is wrong to drink alcohol was lower than it was across the state. When you compare this with students who believe it is cool to drink regularly they match up, as more student in Pondera County think it is cool to drink than across the state. When looking at student's perceived risk of harm when having 1-2 drinks, it is close in Pondera County to Montana 65.0% vs. 64.1%). Pondera County also has a lower percentage of students who perceive their neighbors think it is wrong for students to drink (55.5% vs. 69.1%).

## **Family Communication around Alcohol/Drug Use**

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### **QUESTION 13 Family Communications around Alcohol/Drug Use**

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The percentage of students who have talked with a parent about the dangers of alcohol or drug use in the past 12 months in Pondera County in 2012 is 28.4% compared with 61.0% across Montana. This rate has fallen from 2008 when the overall rate was 40.7%.

### **Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.**

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#### **QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.**

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Data is not completed at this time.

### **Final Risk Factors Question**

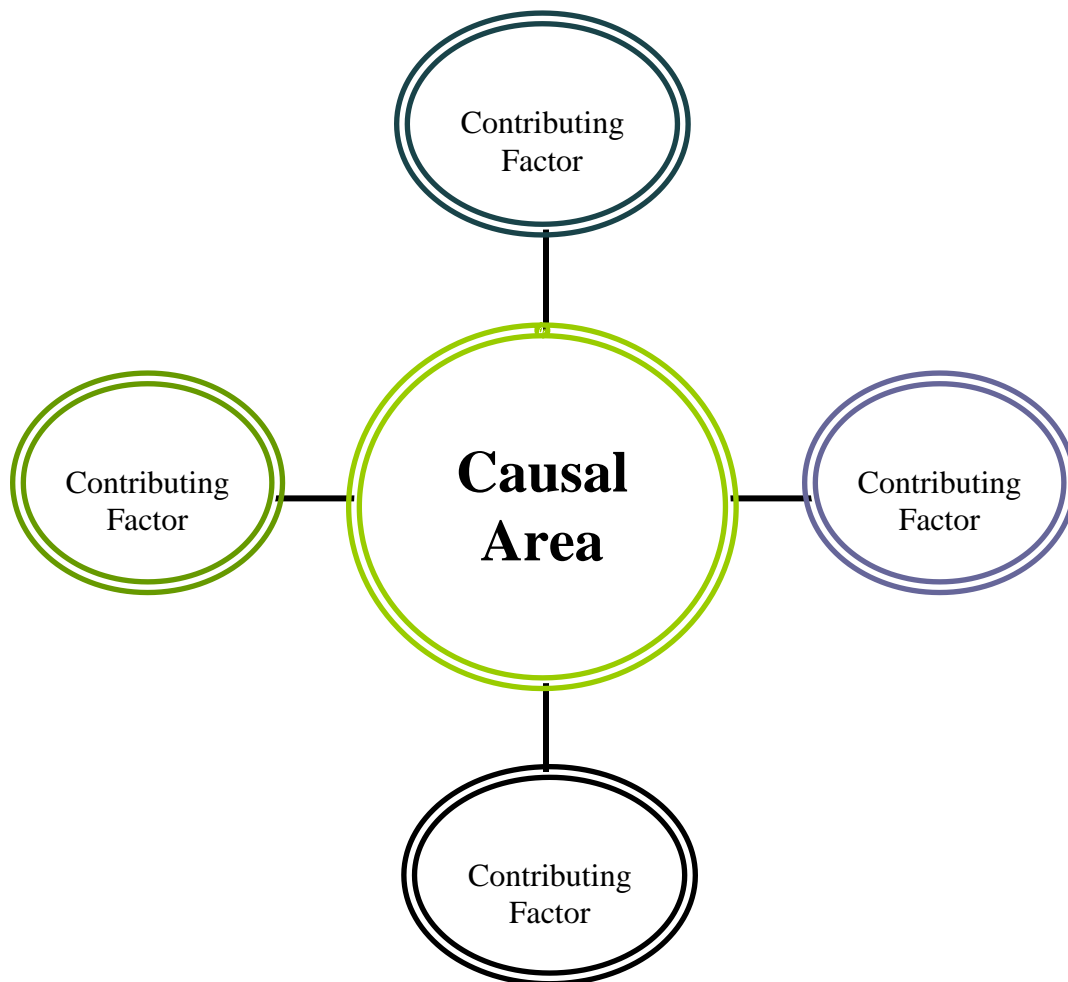
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#### **QUESTION 15**

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

The perception of risk in Pondera County is low and would explain why their underage drinking rates and binge drinking rates among students is so high. They also do not have communication with parents about the risk of alcohol and drugs. A lot students think it is cool to use alcohol and this shapes what their peers think. When students think it is socially acceptable to use alcohol this becomes the social norm.

# Causal Areas



**Task Two:**  
**Gather Data on Four Causal Areas**

## RETAIL AVAILABILITY – PART 3

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### Compliance Checks

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The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

#### **QUESTION 16 Compliance Checks**

Based on Workbook Part 2 (Local Data) - Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

Compliance checks are not done in Pondera County.

#### **QUESTION 17 Compliance Checks**

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

Compliance checks lead to a decrease in alcohol availability and a decrease in alcohol availability leads to a decrease in use by youth. This way the youth has no access to the alcohol if the stores know that they need to card every person who comes to their establishment to buy alcohol. This will stop youth from being able to purchase alcohol and even stop them from trying to buy it. Compliance checks are an important part of environmental prevention

## **Alcohol Seller/Server Training**

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### **QUESTION 18 Alcohol Merchant Retail Sales Training**

Discuss the trends shown in Workbook Part 2 (Local Data) - Table 2-4. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

Data is only available for 2011 and 2012. In 2011 63 people were trained and in 2012 31 people were trained. This will help to lower binge drinking and drunk driving in Pondera County by limiting how much alcohol people consume. Servers are more prepared to stop over service.

### **QUESTION 19 Alcohol Merchant Retail Sales Training**

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

## **Retail Availability Questions**

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### **QUESTION 20**

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are the retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

In Pondera County there are 10 liquor licenses. That is one license for every 162.21 people. And even though there are no compliance checks being done at this time. There are plenty of opportunities for youth to have access to alcohol through retail availability. There are no compliance checks being done to make sure the appropriate trainings and education has been done.

**QUESTION 21**

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact

0

1

2

3

4

5

6

7X

8

9

10

Major impact

Compliance checks are not done in Pondera County and that is a great way to keep alcohol from getting into the hands of underage drinkers. This can lead to higher rates of binge drinking and drunk driving. Merchant education does help to combat these rates.

## **CRIMINAL JUSTICE – PART 3**

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### **QUESTION 22 Conviction Rates**

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

Not available at this time. This will be focused on to report in FY15.

### **QUESTION 23**

Based on Workbook Part 2 Table 2-6, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

Not available at this time. This will be focused on to report in FY15.



## Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

### QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

Not available at this time. This will be focused on to report in FY15.

### QUESTION 25 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

Not available at this time. This will be focused on to report in FY15.

## Use of Local Ordinances

### QUESTION 26 Use of Local Ordinances

Based on Workbook Part 2 (Local Data) - Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

Not available at this time. This will be focused on to report in FY15.

**QUESTION 27 Use of Local Ordinances**

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

Not available at this time. This will be focused on to report in FY15.

**Other Local Data: Criminal Justice**

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

**Criminal Justice Questions****QUESTION 28**

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

Not available at this time. This will be focused on to report in FY15.

**QUESTION 29**

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

Not available at this time. This will be focused on to report in FY15.

## **SOCIAL AVAILABILITY – PART 3**

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Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

### **QUESTION 30 Prevention Needs Assessment**

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Overall the perception for getting caught drinking alcohol by the police in Pondera County has increased. There is higher perception in Pondera County than across the state. Overall in 2012 30.1% of students the perception of getting caught by the police as compared to 26.2% across Montana. For all grades from 2008-2010, the perception for getting caught drinking by police while drinking has been close to Montana.

The percentage of students who have the perception of getting caught drinking alcohol by their parents is about the same in Pondera County (51.3%) vs. across the state (52.1%).

There is a big gap overall between perception of getting caught drinking alcohol by the police and getting caught drinking alcohol by parents. It makes sense that the youth would have a higher perception of getting caught by parents. The parents are the ones who set the rules and norms about alcohol use. The parents are also the ones who are visible to the youth. And there are more parents than law enforcement.

## **Social Availability Questions**

### **QUESTION 31**

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

Overall in 2012 in Pondera County 78.7% of students believe they could get alcohol easily compared with 66.6% of students across Montana. In previous years Pondera County was also higher when compared Montana in believe alcohol could be easy to obtain.

**QUESTION 32**

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact										Major impact
0	1	2	3	4	5	6X	7	8	9	10

Students in Pondera County have about the same perception of getting caught by their parents compared with students across the state. There is a higher for perception of getting caught by law enforcement. The two are very close to being the same percentage of students. PNA data also shows that students who could easily get alcohol was higher than that across the state. Students believe they can get alcohol easily and this can lead to binge drinking and drinking and driving.

## PROMOTION – PART 3

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Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

### Advertising

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#### QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

Overall the level of alcohol advertising in Pondera County is not excessive. There were 3.5% of buildings that had signage of alcohol and 2.6% of them had three or more. There were 26 community events with 8 of them having alcohol sponsors. In the Independent Observer, over 4 weeks, they had one alcohol advertisements with zero alcohol related news article. There was one alcohol advertisements in The Valeran with no alcohol related news articles. The only excessive advertising was the Great Falls Tribune where one week they had 53 alcohol advertisements including promotional events. But this would make sense as the Great Falls tribune covers a wider area than just Pondera County.

#### QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

There is little magnitude of alcohol advertising in Pondera County that would impact binge drinking and drinking and driving.

**QUESTION 35 Alcohol-Related News Articles**

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

Total there were 114 alcohol advertisements in the four weeks with 49 of those being promotional events compared with 23 articles that were alcohol related in the Great Falls Tribune. In the Independent Observer, over 4 weeks, they had one alcohol advertisements with zero alcohol related news article. There was one alcohol advertisements in The Valeran with no alcohol related news articles. This shows that there are a lot of events that are surrounded by alcohol. There are not a lot of articles that show the negative sides of alcohol when compared with alcohol advertisements. Alcohol is being portrayed by print media as fun and that you need it to have a successful event. It may have a high number of alcohol advertisements and portray alcohol without a lot of negative consequences, but it does not have a significant impact on binge drinking and drinking and driving. In the day and age of technology and social media, people do not get their news from newspapers anymore. They do not read the paper. They get their information from Twitter or Facebook and these are the news stories not the advertisements in the paper. More and more companies are starting to advertise on social media sites. This can actually make users more interactive with the companies by posting pictures of their product or signing up for drawings.

**Promotion Questions**

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**QUESTION 36**

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

The biggest issue of promotion is the eight community events that had alcohol related sponsors. Over service happens a lot at these events which leads to increase in binge drinking and drinking and driving. And people believe that youth can easily access alcohol at events like this where this is not as much over sight as there would be in a regular bar setting.

**QUESTION 37**

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact  
0      1      2      3X      4      5      6      7      8      9      10  
Major impact

There is not an excessive amount of alcohol promotion that goes on in Pondera County. The concern would lie mostly within community events where sponsorships are from alcohol companies. And this does give rise to concern when thinking about binge drinking and drinking and driving. These kinds of events usually have over service and it is easily accessible for youth to obtain alcohol. It also sets social norms that alcohol is needed at community events.

**SCHOOL POLICIES – PART 3****QUESTION 38**

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

Not available at this time. This will be focused on to report in FY15.

**QUESTION 39**

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact  
0      1      2      3      4      5      6      7      8      9      10  
Major impact

Not available at this time. This will be focused on to report in FY15.

### MEDICAL FIELD INFORMATION – PART 3

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#### QUESTION 40

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

Not available at this time. This will be focused on to report in FY15.

#### QUESTION 41

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact

0

1

2

3

4

5

6

7

8

Major impact

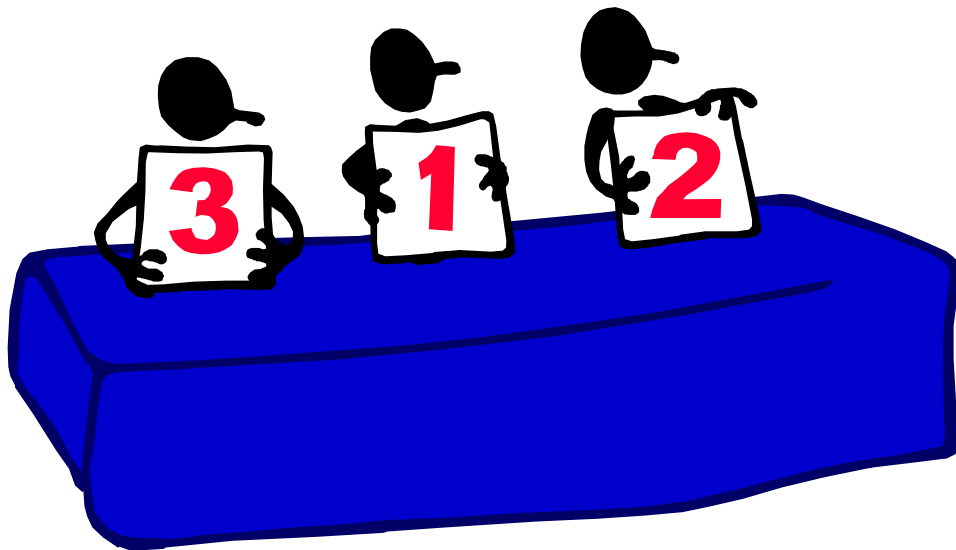
9X

10

This number is based on MPNA data for prescription drugs. Judicial district 9 (which includes Pondera County) has a 4.6% higher rate than the state. Medical interviews need to be conducted in FY15 to get a more accurate picture of the problem.



# Prioritization



**Task Three:**  
**Rank the Four Causal Areas from the Greatest Contributor to Your Community's Problems to the Smallest Contributor**

## Prioritizing

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The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
7	2	Retail Availability
N/A	N/A	Criminal Justice
6	3	Social Availability
3	4	Promotion
N/A	N/A	School Policies
9	1	Prescription Drugs

**QUESTION 42**

Provide the rationale for your rankings of the causal factors.

Prescription drugs are ranked first. Pondera County has a 4.6% higher rate than the state.

Retail availability is ranked second. Compliance checks are not done in Pondera County and that is a great way to keep alcohol from getting into the hands of underage drinkers. This can lead to higher rates of binge drinking and drunk driving. Merchant education does help to combat these rates.

Social availability is ranked third. Students in Pondera County have about the same perception of getting caught by their parents compared with students across the state. There is a higher for perception of getting caught by law enforcement. The two are very close to being the same percentage of students. PNA data also shows that students who could easily get alcohol was higher than that across the state. Students believe they can get alcohol easily and this can lead to binge drinking and drinking and driving.

Promotion is ranked fourth. There is not an excessive amount of alcohol promotion that goes on in Pondera County. The concern would lie mostly within community events where sponsorships are from alcohol companies. And this does give rise to concern when thinking about binge drinking and drinking and driving. These kinds of events usually have over service and it is easily accessible for youth to obtain alcohol. It also sets social norms that alcohol is needed at community events.

# Final Question



**Task Five:**  
**Determine What Combination of Causal Areas**  
**Your Community should Target**

## Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

### Final Needs Assessment Question

#### QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

Prescription drugs are the top causal area to impact Pondera County. This has become a major problem over the past few years. Students who have reported taking prescription drugs in Pondera County is more than double than across the state.

According to the prioritization of the causal area, Pondera County needs to focus on retail availability. There are no compliance checks being done in Pondera County. There needs to be compliance checks done by local law enforcement to help decrease the number of youth that are trying to buy alcohol. This will put in environmental prevention strategies that have been proven to combat underage drinking, binge drinking and drinking and driving. It will take some time for the data to reflect the education all alcohol sellers are receiving. As more education is received about compliance checks and RBSS trainings the data will start to reflect the changes that are going on in retail availability.

Social availability also needs to decrease to impact existing binge drinking and drinking and driving problems according to the prioritization of the causal area. It is a rite of passage for youth and parents/adults believe it is okay for youth to drink as long as they are with them. These adults are not always making decisions just for their children, but for other's children. Also the social norm for these community events is to binge drink and there does not seem like there are any steps as to not over serve customers. And many youth think that alcohol is easy to obtain from someone else.